

课程大纲

COURSE SYLLABUS

1.	课程代码/名称 Course Code/Title	管理学前沿与研究方法-II Management Frontline and Research Methodology-II
2.	课程性质 Compulsory/Elective	专业选修 Elective
3.	课程学分/学时 Course Credit/Hours	3 学分/48 学时
4.	授课语言 Teaching Language	根据学生的情况可以是英文、中文或者两者相结合。 English, or Chinese, or both depending on the needs of the students.
5.	授课教师 Instructor(s)	黄伟讲席教授 + 客座教授 Wei Huang, Chair Professor + Guest lecturers
6.	是否面向本科生开放 Open to undergraduates or not	No (only accept those senior undergraduates who will go through the interviews held by the professor, case by case).
7.	先修要求 Pre-requisites	(如面向本科生开放, 请注明区分内容。 If the course is open to undergraduates, please indicate the difference.) 无 None
8.	教学目标 Course Objectives	<p>(如面向本科生开放, 请注明区分内容。 If the course is open to undergraduates, please indicate the difference.)</p> <p>本课程着重介绍管理学科的重要理论与前沿研究及方法(比如智能管理及企业数据治理, Structuration 科技与社会因素交互作用理论, 大数据与商务智能, 数字经济与企业数字化, 联合国 ESG 可持续发展与社会价值投资理论及实践等), 并涵盖管理学科的研究方法设计(前沿 ADR 分析方法, 科学及田野实验法, 商学历史研究方法, 科学调研方法等设计)。本课程旨在让学生对管理学科的研究前沿主题和研究方法有较系统全面的了解, 为学生的相关科研工作打下坚实的基础。</p> <p>This course focuses on the classical theory and frontier topics of management, such as intelligent management, enterprise data governance, Structuration theory on the interaction between technology and social factors, big data & business intelligence, digital economy & enterprise's digitization, UN's ESG, sustainable development & social investment theory/practice, etc. It will cover typical research methods in business and management research such as the latest ADR research method, scientific & field experiment research design, research method of business history, scientific survey method, etc. The goal of this course is to help students have a comprehensive understanding of research topics and research methodologies in management and lay a solid foundation for the scientific research work.</p>
9.	教学方法 Teaching Methods	<p>(如面向本科生开放, 请注明区分内容。 If the course is open to undergraduates, please indicate the difference.)</p> <p>本课程将采取研讨会的教学方法, 每一节课包括 2-3 篇文章, 学生需要从理论和方法论的两个角度去分析论文。在课程结束后, 学生需要准备一个期末结课项目。</p> <p>This course will adopt the seminar teaching method. Each course session will cover 2-3 research papers. Students need to read and analyze the papers from the perspectives of theory and methodologies. Students need to complete a final project at the end of the course.</p>
10.	教学内容 Course Contents	(如面向本科生开放, 请注明区分内容。 If the course is open to undergraduates, please indicate the difference.)

<p>Section 1</p> <p>Course Introduction</p>	<p>1. Course Introduction</p> <p>1.1 Management Frontline: the classical theory and frontier topics of management, such as intelligent management, enterprise data governance, Structuration theory on the interaction between technology and social factors, big data & business intelligence, digital economy & enterprise's digitization, UN's ESG、sustainable development & social investment theory/practice.</p> <p>1.2 The overview and role of research methodology, such as the research methodologies of scientific experiment, survey, case study, mathematical modeling, in scientific research processes.</p>
<p>Section 2</p> <p>Scientific survey methodology, Research methodology of business history</p>	<p>2. Introduction to scientific survey methodology</p> <p>2.1 Foundational concepts in scientific survey methodology</p> <p>2.2 Applying scientific survey method in business research topics</p> <p>2.3 Challenging of scientific survey method</p> <p>3. Research topics using scientific survey research method</p> <p>3.1 Survey research in MIS (Technological stress, etc.)</p> <p>3.2 Survey research in MIS (Project management, etc.)</p>
<p>Section 3</p> <p>ADR & SPS case research methodology,</p>	<p>4. Introduction to scientific survey methodology</p> <p>4.1 Foundational concepts in scientific survey methodology</p> <p>4.2 Applying scientific survey method in business research topics</p> <p>4.3 Challenging of scientific survey method</p> <p>5. Research topics using scientific survey research method</p> <p>5.1 Survey research in MIS (Technological stress, etc.)</p> <p>5.2 Survey research in MIS (Project management, etc.)</p>
<p>Section 4</p> <p>Research methodology of business history</p>	<p>6. Introduction to scientific survey methodology</p> <p>6.1 Foundational concepts in scientific survey methodology</p> <p>6.2 Applying scientific survey method in business research topics</p> <p>6.3 Challenging of scientific survey method</p> <p>7. Research topics using scientific survey research method</p> <p>7.1 Survey research in MIS (Technological stress, etc.)</p> <p>7.2 Survey research in MIS (Project management, etc.)</p>
<p>Section 5</p> <p>Mid- term project</p>	<p>8. Mid-term Project (Choose 1 of the 2 assignments below)</p> <p>Assignment 1: Theory-Driven Survey Design – You will be given a broad theory and asked to choose a particular aspect of the theory, formulate your own hypotheses based on this aspect of the theory, and design one or more experiments to test these hypotheses.</p> <p>Assignment 2: Data-Driven Survey Design and Analysis – You will be given a data set and asked to analyze the data, formulate your own hypotheses based on the analyses you have conducted, and design one or more experiments to test these hypotheses.</p>
<p>Section 6</p> <p>General Research Methodology & Experiment Research Methodology</p>	<p>9. General Research Methodology & Experiment Research Methodology</p> <p>9.1 General Research Methodology</p> <p>9.2 Characteristics of good research ideas and impactful research</p> <p>Threats to valid inference making: such as statistical conclusion validity, construct validity, internal validity, external validity, face validity</p> <p>9.3 Foundational concepts in experimental research: independent and</p>

	<p>dependent variables, 9.4 classification of experimental designs, conditions for a diagnostic experiment, experimental vs. correlational research 9.5 General guidelines for evaluating experimental research methodology</p> <p>10. Advanced Experimental Controls and Measures (MIS) 11. Advanced Power Analysis (MIS) 12. Advanced Factorial designs 13. Advanced Between-Subjects Factorial Designs 14. Advanced Within-Subjects & Mixed Designs 15. Advanced Analysis of Covariance (ANCOV A) 16. Advanced External Validity in Experimental Research 17. Advanced Experimental Research Practices</p>
<p>Section 7 Mathematical modeling research method</p>	<p>18. Using advanced mathematical modeling in business research (MIS) & challenging 19. Advanced Modeling method in research (MIS) 20. Advanced Difference-in-Difference Research Design in MIS</p>
<p>Section 8 Final Projects</p>	<p>21. Presentation of final project 22. Course summary and finalizing final project</p>

11. 课程考核 Course Assessment

(①考核形式 Form of examination; ②.分数构成 grading policy; ③如面向本科生开放, 请注明区分内容。
 If the course is open to undergraduates, please indicate the difference.)

期中项目 40%+ 结课项目 60%
 Midterm project 40%+ Final Project 60%

期中项目 (*Mid-term project*)

在课程期间, 每个学生将完成一项个人作业。作业旨在促进研究方法中的动手学习, 并培养敏锐的观察力和批判性思维。在这些作业中, 学生将被要求批判性地评估他人的研究方法, 并在不同的情景下设计自己的研究方法:(作业二选一)

■Assignment1:理论驱动的实验设计——你需要从一个宽泛的理论中选择其一个特定的方面, 根据这个选定的方面提出自己的假设, 并设计一个或多个调研方法来验证这些假设。

■Assignment2:数据驱动的实验设计和分析——你需要对一个数据集进行数据分析, 根据分析结果提出自己的假设, 并设计一个或多个调研方法来验证这些假设。

During the course, each student will be responsible for one individual assignments. These assignments are designed to promote action learning in research method and to develop keen observation and critical thinking. In these assignments, you will be asked to critically evaluate research methods used by other researchers and to design your own research method under different contexts: (Choose 1 of the 2 assignments)

■Assignment 1: Theory-Driven Survey Design - You will be given a broad theory and asked to choose a particular aspect of the theory, formulate your own hypotheses based on this aspect of the theory, and design one or more surveys to test these hypotheses.

■Assignment 2: Data-Driven Survey Design and Analysis - You will be given a data set and asked to analyze the data, formulate your own hypotheses based on the analyses you have conducted, and design one or more surveys to test these hypotheses.

结课项目 (*final project*)

学生必须为原始研究项目准备一份完整的报告，其中包括原始数据收集和分析。最终报告约为 10-15 页 (Times New Roman, 12 号字体, 双倍行距), 并包含以下内容:

- 实验研究的问题陈述和研究目的 (例如, 为什么这项研究有趣和/或重要)
- 先前相关工作的简要回顾
- 对理论假设的发展——这些假设中至少有一个应该涉及两个因素之间的相互关系
- 描述您验证这些假设的研究方法
- 详细说明对至少一项实验数据的分析 (请在附录中提交所有数据) 并讨论结果
- 结论和一般性讨论

Students are required to prepare a fully developed proposal for an original research project that will include pilot data collection and analysis. This final proposal should be approximately 10-15 pages (Times New Roman, 12-point font, double-spaced) and contain the following elements:

- Problem statement and motivation for your proposed experimental research (e.g., why is this research interesting and/or important)
- Brief review of prior related work
- Development of a set of theoretical hypotheses - *at least one of these hypotheses should involve an interaction between two factors*
- A description of your research strategy for testing these hypotheses
- Detailed analysis of at least one pilot data you have conducted (please submit a printout of your dataset in an appendix) and discussion of the results
- Conclusion and general discussion

12. 教材及其它参考资料

Textbook and Supplementary Readings

主要基于论文讲授, 无参考教材。

Research paper based, no required textbook readings.